

**Get your Salon ready now for this
Christmas!!**

BENCHMARK
BUSINESS & COMMERCIAL SALES

It's that time a year again where we have so many salons under contract, lots of settlements happening as everyone wants to cash in for Christmas. You now have missed the Christmas period for takeovers so best to just sit back and sip on some Egg Nog and finish your Christmas Shopping. If you have a new salon on your list for next year then make sure you check out our [salons for sale](#) right now. It is always a good idea to try and put a salon under contract this side of Christmas so you can focus on getting in for the new year once all the festivities are over.



Business Strategy Idea

It is now time to prepare for after Christmas. The best strategy we have run in our salons over the years has been a post Christmas rebooking promotion. For the 8 weeks leading up to Christmas you should definitely run some version of this promotion. We guarantee it works!

Strategy – Start this in Early December – get ready now!!!!



In the next two weeks develop up some cards/Christmas Cards that have a few different promotions that you can give away to your clients which will encourage them to come back into your salon in January and February.

Have at least 8 weeks x average number of clients you would see in a week – eg 8 x 50 clients per week = 400 cards. Put these cards into a gift box at the reception desk and when the client is leaving rebook them and give them a “Christmas Gift Card” which they can use in January and February.



(give them one even if they don't rebook as it will bring them back in)

All clients love to get something free and this is a little something to say thanks for being a great client for the year. Ideas for giveaways can include ...

Free eyebrow wax, eyelash tint, treatment, blowdry, 5 foils, eye treatment, hand massage, product pack, etc ... The free stuff is to be of a decent perceived value but low cost to do ... eg it can be done by an apprentice etc ...



Make sure you book the client in for their appointment and their free gift when you give them the gift card so that you know you have time to do it on their next visit. See a mock up of the complete promotion below which includes salon poster and table tents and gift cards ...

John Kasapi
Salon Sales Specialist



BENCHMARK

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